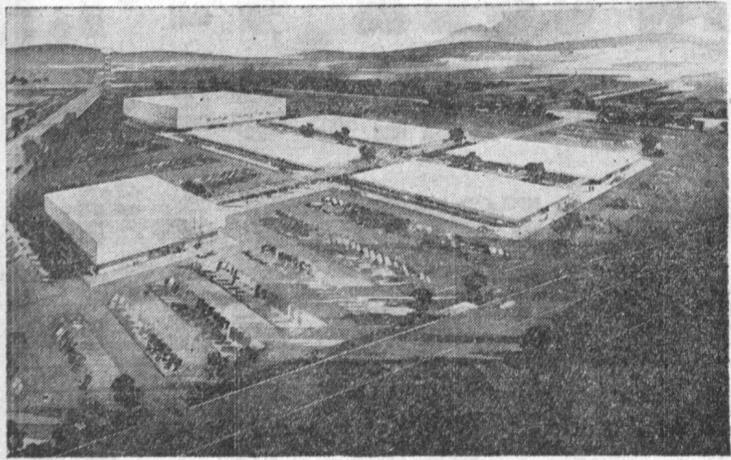


# Giant \$8 Million Airport Shopping Center Announced



**AIRPORT SHOPPING CENTER** . . . Here is the 600,000 square foot shopping center designed for Store Properties, Inc., by the planning, architectural and engineering firm of Pereira & Luckman. Centrally located to serve the Peninsula area, the 36-acre triangular site

at Crenshaw and Pacific Coast Highway is the center of a population in excess of 350,000 people. The planned project, which will cost between 6 and 8 million dollars, will be one of the most outstanding retail developments of its kind in Southern California.

## PARKING AREA FOR 4000 CARS

The City of Torrance has approved a long term lease with Store Properties, incorporated, for a portion of the Torrance City Airport property located at Pacific Coast highway and Crenshaw boulevard, according to an announcement made yesterday by Samuel Genis, president of Store Properties, incorporated.

The City Council, after careful survey found that the highest possible use to which the property could be put would be a major retail business development. Centrally located to serve the Peninsula area, the 36-acre triangular site is the center of a population in excess of 350,000 people.

In making the announcement, Genis said the well known planning, architectural and engraving firm of Pereira & Luckman had been commissioned to design the 600,000 square foot shopping center which will be one of the most outstanding retail developments of its kind in Southern California.

Cost of the project is estimated to be between six and eight million dollars.

### Firms

Coldwell, Banker & company, pioneers of the shopping center field, have been retained by Store Properties, incorporated for the exclusive management and leasing of the project. Pan-

orama Markets company has leased 61,000 square feet in the center.

Butler Brothers company has made application for a 150,000 square foot store and negotiations are under way with another well-known department store.

The F. W. Woolworth company, Lerner's Dress Shops, W. T. Grant company, The Bank of America, C. H. Baker Shoe company, the Edison Shoe company and Bond's Men's Clothing are among other nationally known merchants who are negotiating for footage.

As designed by Pereira & Luckman, the buildings will be surrounded by parking areas which will accommodate in excess of 4000 cars. Ample additional space is provided for employee parking.

All pedestrian circulation has been planned around two intersecting malls sufficient in width to incorporate small outdoor displays and a series of small supervised nurseries for children. Connecting overhead bridge canopies provide maximum protection from the elements.

### Unique Feature

The buildings will incorporate the use of Palos Verdes stone and will feature gay carnival type sign treatments. A unique feature has been designed for the development in the use of colorful kiosks positioned advantageously within the parking areas around the periphery of the center.

Abundantly landscaped rest areas are placed in the malls and extensive lighting is provided for maximum use of visual merchandising.

Present plans call for construction to commence in the Spring of 1956 with completion scheduled in the fall.

Harold Johnson is associate architect with Pereira & Luckman for the project.

Store Properties, Incorporated

is in the course of completing a 541 foot development of the same type at the intersection of Laurel Canyon boulevard and Victory boulevard in the Valley. The organization specializes in retail shopping development for major chain stores.

### POULTRY VACCINES

California chicken and turkey raisers spend nearly \$3.5 million annually on vaccines and other poultry health items according to University of California veterinarians.

### AMERICAN BIRD

The anhinga is the American representative of a small group of very slender long-necked water birds allied to the cormorant, snake bird, or water turkey.



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## TOT DIES IN CRIB

A Torrance mother found her 2-months-old baby dead in its crib Friday morning. The baby had been suffering from a cold and cough for three days. Cause of death has not yet been determined.

Dead is Brent LeRoy Radmall. The baby was discovered face down in its crib by his mother, Mrs. Janet Radmall.

### SMALLPOX AID

Development of a blood serum concentrate for the treatment and prevention of rare but serious complications of smallpox vaccination has been announced at the University of California school of medicine, San Francisco.

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